Listing of the Claims:

The following is a complete listing of all the claims in the application, with an indication of the status of each:

Claims 1 to 21 (Canceled).

1	22 (New). A product sales method implemented on a product management
2	system connected to access a product database and a purchaser database and
3	communicating with one or more terminals, the method comprising the steps
4	of:
5	accepting by the product sales system from one of said one or more
6	terminals a purchase request for a product, said purchase request including
7	information provided by a purchase applicant of conditions for redemption of
8	a requested product;
9	transmitting by the product sales system the purchase request to the
10	product management system;
11	based on a received purchase request, accessing the product database
12	and examining by the product management system available products to
13	determine whether a product is available to meet requirements of the purchase
14	request;
15	when a product is available to meet requirements of the purchase
16	request, issuing by the product management system the product in
17	accordance with the purchase request of the purchase applicant;
18	after issuing the product, updating the product database and the
19	purchaser database by the product management system, the purchaser
20	database including a redemption permitting purchaser list and conditions of
21	redemption;
22	when a product is not available to meet requirements of the purchase
23	request, accessing and searching by the product management system the

24   purchaser database to determine whether purchasers of like products are

25   included in the redemption permitting purchaser list;

26   when a purchaser who obtained a product that meets the requirements

27   of the purchase request is found on the redemption permitting purchaser list,

28   examining by the product management system the conditions of redemption

29   to determine whether a replacement product that satisfies the redemption

30   conditions can be provided for the purchaser who agreed to permit product

31   redemption;

32   when a replacement product that satisfies the redemption conditions is

33   found, redeeming by the product management system the product from a

34   purchaser who agreed to permit product redemption and providing the

35   purchaser a replacement product and, thereafter, issuing the redeemed

36   product to the purchase applicant; and

37   when the redeemed product is issued to the purchase applicant,

38   updating the product database and the purchaser database by the product

39   management system.

1   23 (New). The product sales method according to claim 22, wherein when

2   none of the purchasers who purchased products are on the redemption

3   permitting purchaser list, or when a replacement product that satisfies the

4   redemption conditions is not available, further comprising the step of

5   notifying the purchase applicant by the product management system that the

6   products are sold out.

1   24 (New). The product sales method according to claim 22, wherein when a

2   product is redeemed, privileges are provided a purchaser who agreed to permit

3   product redemption in accordance with preestablished redemption points.

1   25 (New). The product sales method according to claim 24, wherein the

2   redemption points dynamically change as time elapses.

1   26 (New). The product sales method according to claim 25, further comprising

2   the step of displaying redemption points to a prospective purchase applicant

3   on said one terminal prior to the step of accepting a purchase request of a

4   product.

1   27 (New). The product sales method according to claim 22, wherein the

2   product is a ticket.

1   28 (New). The product sales method according to claim 27, wherein the

2   thicket is an airline ticket.

1   29 (New). The product sales method according to claim 27, wherein the

2   thicket is a movie ticket.

1   30 (New). The product sales method according to claim 27, wherein the

2   thicket is a sports event ticket.

1   31 (New). The product sales method according to claim 22, wherein the

2   product is a hotel reservation.

1   32 (New). A product sales system which provides a product sales service via

2   a communication network, comprising:

3   a product management system which manages product data for

4   products and information concerning product purchasers;

5   one or more terminals connected to said product management system

6   for selling products, said terminals providing access to said product sales

7   system for making a purchase request of a product on behalf of a purchase

8   applicant, the product management system providing an input screen to the

9   terminal in which purchase applicant redemption conditions can be entered for

10   a replacement for the product if it is redeemed;

11   a product database connected to and accessed by the product

12   management system to manage product data, relevant information concerning

13   product sales being updated by the product management system, the product

14   management system issuing a product to a purchase applicant when a product

15   is available that meets requirements of a purchase applicant; and

16   a purchaser database connected to and accessed by the product

17   management system to manage the information concerning the product

18   purchasers, the purchaser database including a redemption permitting

19   purchaser list with redemption conditions, the product management system

20   searching the purchaser database when no product is available in the product

21   database that meets requirements of a purchase applicant to determine if a

22   product that meets the requirements of the purchase applicant is found on the

23   redemption permitting purchaser list and, if so, the product management

24   system examining the conditions of redemption and accessing the product

25   database to determine whether a replacement product that satisfies the

26   redemption conditions can be provided for the purchaser who agreed to permit

27   product redemption, and if a replacement product that satisfies the redemption

28   conditions is found, the product management system redeeming the product

29   from a purchaser who agreed to permit product redemption and providing the

30   purchaser a replacement product and, thereafter, issuing the redeemed

31   product to the purchase applicant.

1   33 (New). The product sales system according to claim 32, wherein the

2   product management system, the product database and the purchaser database

3   are located on the communication network, and access to the product sales

4   system for the purchase a product by employing the user terminal if via the

5   Internet.

1   34 (New). The product sales system according to claim 32, wherein the

2   product management system, the product database and the purchaser database

3   are located on the communication network, and the product sales system is

4   provided as management server services.

1   35 (New). The product sales system according to claim 32, wherein the

2   product management system, upon redemption of product, awards privilege

3   credits to a purchaser who has agreed to permit product redemption.

1   36 (New). The product sales system according to claim 35, wherein the value

2   of the privilege credits that are awarded are set in accordance with specific

3   redemption conditions.

1   37 (New). The product sales system according to claim 35, wherein the value

2   of the privilege credits that are awarded for a redemption are dynamically set

3   as time elapses.

1   38 (New). The product sales system according to claim 37, wherein the

2   product management system displays redemption points to a prospective

3   purchase applicant on said one terminal prior to accepting a purchase request

4   of a product.

1   39 (New). The product sales system according to claim 32, wherein the

2   product is a ticket.

1   40 (New). The product sales system according to claim 39, wherein the thicket

2   is an airline ticket.

1   41 (New). The product sales system according to claim 39, wherein the thicket
2   is a movie ticket.

1   42 (New). The product sales system according to claim 39, wherein the thicket
2   is a sports event ticket.

1   43 (New). The product sales system according to claim 32, wherein the
2   product is a hotel reservation.

1   44 (New). A storage medium on which a computer-readable program is stored,
2   said computer-readable program including code which implements a product
3   sales method on a product management system connected to access a product
4   database and a purchaser database and communicating with one or more
5   terminals, the method comprising the steps of:
6   accepting by the product sales system from one of said one or more
7   terminals a purchase request for a product, said purchase request including
8   information provided by a purchase applicant of conditions for redemption of
9   a requested product;
10   transmitting by the product sales system the purchase request to the
11   product management system;
12   based on a received purchase request, accessing the product database
13   and examining by the product management system available products to
14   determine whether a product is available to meet requirements of the purchase
15   request;
16   when a product is available to meet requirements of the purchase
17   request, issuing by the product management system the product in
18   accordance with the purchase request of the purchase applicant;
19   after issuing the product, updating the product database and the

20   purchaser database by the product management system, the purchaser

21   database including a redemption permitting purchaser list and conditions of

22   redemption;

23   when a product is not available to meet requirements of the purchase

24   request, accessing and searching by the product management system the

25   purchaser database to determine whether purchasers of like products are

26   included in the redemption permitting purchaser list;

27   when a purchaser who obtained a product that meets the requirements

28   of the purchase request is found on the redemption permitting purchaser list,

29   examining by the product management system the conditions of redemption

30   to determine whether a replacement product that satisfies the redemption

31   conditions can be provided for the purchaser who agreed to permit product

32   redemption;

33   when a replacement product that satisfies the redemption conditions is

34   found, redeeming by the product management system the product from a

35   purchaser who agreed to permit product redemption and providing the

36   purchaser a replacement product and, thereafter, issuing the redeemed

37   product to the purchase applicant; and

38   when the redeemed product is issued to the purchase applicant,

39   updating the product database and the purchaser database by the product

40   management system.

1   45 (New). The storage medium according to claim 44, wherein, in the method

2   implemented by the computer code, when none of the purchasers who

3   purchased products are on the redemption permitting purchaser list, or when a

4   replacement product that satisfies the redemption conditions is not available,

5   further comprising the step of notifying the purchase applicant by the product

6   management system that the products are sold out.

1   46 (New). The storage medium according to claim 44, wherein, in the method

2   implemented by the computer code, when a product is redeemed, privileges

3   are provided a purchaser who agreed to permit product redemption in

4   accordance with preestablished redemption points.

1   47 (New). The storage medium according to claim 46, wherein, in the method

2   implemented by the computer code, the redemption points dynamically change

3   as time elapses.

1   48 (New). The product sales method according to claim 47, wherein the

2   method implemented by the computer code further comprising the step of

3   displaying redemption points to a prospective purchase applicant on said one

4   terminal prior to the step of accepting a purchase request of a product.